

## Chicago's American to Change Its Name and Become a Tabloid

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CHICAGO, March 18 — Chicago's American, one of the city's four major daily newspapers, will become a tabloid April 28.

At that time, Lloyd Wendt, the publisher, said in making the announcement, today, its name will be changed to Chicago Today.

The American has been engaged in a battle for advertising and circulation with Chicago's other afternoon newspaper, The Daily News.

Mr. Wendt said in a news conference that previous changes made in The American had not been adequate, and the coming change would be "an all-out cry for public attention."

### Says Paper Loses Money

He said that the paper had been losing money for years. He became editor of The American after the Tribune Company, publisher of The Chicago Tribune and The New York Daily News in the morning field, bought it from the Hearst organization in 1956.

Mr. Wendt, recently named publisher, said that the paper wanted to move away from the Hearst image of sensationalism "that has pursued us for years."

He said that the new paper would be a "compact." He defined a "compact" as "an exciting, convenient, easy-to-read, crisp, attractive, superbly written newspaper."

He said that it would be aimed at young affluent families and would offer new writers, features, editors and make-up.

The editorial policy, he said, will be one of "relevancy for the young families we are primarily seeking out."

"We will not be utterly fascinated with the Establishment," he said. "At the same time, we will not be throwing

bricks and rocks irresponsibly."

Mr. Wendt said that more space would be available for all kinds of news and the paper would be spending more money rather than less to gather and present it.

### New Magazine Planned

The editor, Luke P. Carroll, former managing editor of the defunct New York Herald Tribune, said that new features would include a magazine called Go, distributed with the Sunday paper to tell readers where to go in Chicago for enjoyment.

The paper will be of standard tabloid size but will be printed in four columns.

Mr. Wendt said that Chicagoans had been conditioned to reading newspapers of that size by The Chicago Sun-Times, which is a tabloid. The Sun-Times and The Daily News are published by Field Enterprises, Inc., named for Marshall Field. Field Enterprises and The Tribune Company are the only owners of major newspapers in this city of 3.5-million persons.

"We'll compete with every paper in town," Mr. Wendt said, "including the Tribune."

The Tribune far outdistances the others here in advertising revenue and circulation. A Tribune spokesman said recently that the company would never go out of business in the afternoon field no matter how long it took to put the American in the black.

Total circulation of the American is 437,000, compared to 461,000 for The Daily News. Both have lost readers in recent years. The American's circulation was 519,000 when the Tribune bought it. The American led The Daily News, 560,000 to 548,000, as recently as 1950.